

REMARKS

A. Pending Claims

Claims 105-132 are now pending in the present application. More specifically, claims 1-104 are canceled, and claims 105-132 are newly added.

B. Cancelled Claims

Claims 1-104 are cancelled without prejudice, waiver, or disclaimer. As a result, rejections of claims 79-104 have been rendered moot. Applicants are not expressly addressing the validity of all assertions made by the Examiner regarding claims 79-104 since the validity of such assertions are not relevant to the allowance of the currently pending claims 105-132. Therefore, Applicants should not be presumed to agree with any statements made by the Examiner regarding claims 79-104 unless otherwise specifically indicated by Applicants.

C. New Claims

Claim 105-132 have been newly added. The newly added claims 105-132 are adequately supported by the specification, including, but not limited to, FIGS. 9-11 and their related description. Consideration of new claims 105-132 is respectfully requested. The references cited by the Examiner do not disclose, teach, or suggest the combination of any of the newly added claims 105-132.

Claims 105-115

Claims 105-115 are allowable for at least the reason that none of the cited references teach, suggest, or disclose “after receiving the first and second user inputs, outputting to the television by the STT a second advertisement corresponding to the second advertisement category responsive to the STT receiving the second user input, wherein the second advertisement is output by the STT at a second future time during another interruption in a television presentation being output by the STT.”

Claims 116-121

Claims 116-121 are allowable for at least the reason that none of the cited references teach, suggest, or disclose “determining by the STT that a television is on.”

Claims 122-127

Claims 122-127 are allowable for at least the reason that none of the cited references teach, suggest, or disclose “after receiving the plurality of user inputs, downloading by the STT a plurality of advertisements respectively corresponding to the plurality of advertisement categories.”

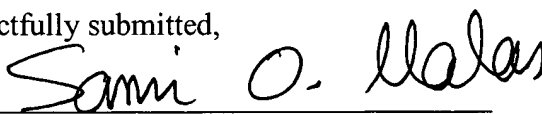
Claims 128-132

Claims 128-132 are allowable for at least the reason that none of the cited references teach, suggest, or disclose “after receiving the plurality of user inputs, outputting to the television by the STT a plurality of advertisements respectively corresponding to the plurality of advertisement categories.”

CONCLUSION

In light of the foregoing amendments and for at least the reasons set forth above, Applicant respectfully submits that all objections and/or rejections have been traversed, rendered moot, and/or accommodated, and that the now pending claims 105-132 are in condition for allowance. Favorable reconsideration and allowance of the present application and all pending claims are hereby courteously requested. If, in the opinion of the Examiner, a telephonic conference would expedite the examination of this matter, the Examiner is invited to call the undersigned agent at (770) 933-9500.

Respectfully submitted,



Sami O. Malas, Registration No. 44,893

**THOMAS, KAYDEN,
HORSTEMEYER & RISLEY, L.L.P.**
Suite 1750
100 Galleria Parkway N.W.
Atlanta, Georgia 30339
(770) 933-9500